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ABSTRACT

The American Council on Education for Journalism (ACEJ), representing both educational and professional media organizations, is the formally recognized agency for the accreditation of programs for professional education in journalism and mass communications in institutions of higher learning in the United States. This ACEJ pamphlet provides information about accredited programs in journalism, accrediting procedures, books and pamphlets about journalism, accrediting policies, purposes of accrediting, accrediting standards, lists of accredited programs, financial aids for students, history and activities of the ACEJ, members of the ACEJ, and members of the accrediting committee of the council. (WR)

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1973-74

Accredited Programs in Journalism

ED 085737

American Council
On Education
For Journalism

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ACEJ

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INQUIRIES concerning applications or seeking further information about the accreditation program should be directed to:

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Executive Secretary
Accrediting Committee
Medill School of Journalism
Northwestern University
Evanston, Ill. 60201
Ph. 312 492-3326

or MILTON GROSS
Secretary-Treasurer
American Council on Education for Journalism
School of Journalism
University of Missouri
Columbia, Missouri 65201
Ph. 314 882-6362

Accrediting Authority, Activities and Standards

THE AMERICAN COUNCIL ON EDUCATION FOR JOURNALISM, representing both educational and professional media organizations, is the formally recognized agency for the accreditation of programs for professional education in journalism and mass communications in institutions of higher learning in the United States.

The Council is the single independent organization authorized by the National Commission on Accrediting to accredit professional programs in the following fields: Advertising; Broadcast Journalism; Magazine Writing and Editing; Newspaper Reporting, Writing and Editing; Public Relations; Radio-Television-Film, and various other related specialties.

The National Commission on Accrediting is a private educational agency supported by the colleges and universities of the United States to improve the operation and effectiveness of accreditation in higher education.

ACEJ also is recognized and approved by the U.S. Department of Health, Education and Welfare as one of 45 accrediting agencies used by the Commissioner of Education to determine eligibility for assistance under such programs as Guaranteed Student Loan, National Direct Student Loan, Educational Opportunity Grants, College Work-Study, and the program for Strengthening Developing Institutions. The Veterans Readjustment Act of 1952 required the Commissioner of Education to publish a list of recognized agencies deemed reliable for determining the quality of educational institutions.

The Council was incorporated under the laws of the State of Illinois in 1945.

Members of the Council are: The American Association of Schools and Departments of Journalism, The American Newspaper Publishers Association, The American Society of Journalism School Administrators, The American Society of Newspaper Editors, The Associated Press Managing Editors, The Association for Education in Journalism, The Inland Daily Press Association, The International Newspaper Advertising Executives, The Magazine Publishers Association, The National Association of Broadcasters, The National Council of Editorial Writers, The National Newspaper Association, The Public Relations Society of America, The Radio-Television News Directors Association, The Southern Newspaper Publishers Association, and The Western Newspaper Foundation.

The Council is financed by contributions from members, and by fees from institutions applying for accreditation.

The first accrediting program of the Council was undertaken in 1946 and was financed by a grant of $15,000 from the Carnegie Corporation. The statement of policy then adopted provided for the accreditation of education programs by sequences. A sequence is an organized course of study intended to prepare students for professional careers in a particular area of journalism and mass communications.

Inspection visits to educational institutions offering programs in journalism began in October, 1947, and by April, 1948, forty-one institutions had been inspected. Thirty-five of these institutions were included in the first accredited list issued July 1, 1948. Sixty-two schools were on the accredited list in 1973.

Objectives

The objectives of the Council are:

1. To enhance the professional status of journalism and mass communications by stimulating and encouraging sound programs of education.

2. To aid in the co-ordination of educational programs with the needs of the profession.

3. To further the study and the investigation of problems in the field of education for journalism and mass communications as these may be referred to the Council by a member organization or by an individual member of the Council.

4. To define and, insofar as possible, to gain acceptance for minimum standards for professional education in the field.

5. To act as a voluntary accrediting agency for educational programs.

Accrediting Policies . . . Confidentiality

ACEJ accredits on the basis of sequences of courses in order to give realistic attention to areas of specialization within the media and at individual schools.

Only sequences are accredited, not entire departments, divisions, schools or colleges. A school may have some sequences which are accredited and some which are not, and only those sequences actually accredited may be so designated. The long-standing and professional policy of ACEJ is that any reference to accreditation in a school's literature—bulletin, catalog, brochure, publicity release—should simply name the sequence or sequences and state they (the sequences) are accredited by the American Council on Education for Journalism.

Accrediting reports are confidential until they are released to the president of the institution at which sequences are being accredited following final action

on the reports by a full meeting of ACEJ.

It is recognized that a school's use of the accreditation designation may be misapplied and, at times, even misleading. The executive secretary of the Accrediting Committee, therefore, will monitor promotional literature describing accredited sequences to ascertain that published statements are in accord with official ACEJ actions. In some instances, it may be necessary for the president of ACEJ to inform the president of an institution that ACEJ must release the full report if a school's release of a portion of that report has tended to become misleading.

Purposes

The following was adopted by ACEJ as a statement of the purposes of accrediting of professional programs in journalism:

1. To stimulate the constant improvement of education for journalism and mass communications through continuing review of objectives, programs, and results.

2. To describe the characteristics of schools and departments worthy of public recognition as professional schools.

3. To guide prospective students in choosing a school or department that will adequately meet their educational needs.

4. To serve as a guide to employers in all mass communication fields as to which schools and departments are recognized as presenting professional programs worthy of approval.

5. To promote a closer relationship among the mass communication media, communication research organizations, and the schools and departments with the idea of meeting the educational and professional needs of the areas which the schools serve.

6. To encourage and provide machinery for guidance for school or sequence self-study by institutions seeking to prepare themselves for evaluation.

Accrediting Standards

Minimum standards for accrediting:

Since journalism and mass communication constitute vital educational forces in our free society, the education of personnel in these fields is a major obligation of institutions of higher learning.

The traditional American system of higher education is one that provides for a variety of approaches toward a common educational objective. Education for journalism and mass communication should follow this tradition.

At the same time, diversity should not be a defense for incompetency. The public as well as professional interest call for a broad evaluation of performance based upon acceptable minimum standards.

Education for journalism and mass communication is an art involving the highest skills of pedagogy.

ACEJ will evaluate the quality of classroom and laboratory instruction and counseling as the most important elements in this type of education.

Accreditation of any sequence or program will be withheld when the level of instruction is not high enough to assure a good professional education.

In the statement that follows, the word "school" is used to refer to the educational unit in journalism and mass communication regardless of the title of the individual unit.

1. OBJECTIVES.
   a. A school should state its objectives in as concrete form as possible, including specific objectives for sequences offered, and these objectives should be published in its catalogue and descriptive literature.
   b. A school should claim to educate students only for those areas of this broad field for which it has competent faculty, adequate library facilities, and appropriate equipment.
   c. A school should be evaluated in terms of its stated objectives. A small school that claims to prepare students for reporting assignments should be judged on the basis of its claims. A school that claims to offer programs in several of the various phases of journalism and mass communication should be judged on the basis of its claims. If the objectives prove to be either too limited or too diffuse, the Council may consider the school's program beyond its purview.
   d. No school will include sex, race, color, or religion in standards for enrollment, grading, hiring, and promotion.

2. BACKGROUND EDUCATION.
   a. All programs in journalism and mass communication should be based on a wide and varied background of competent instruction in the liberal arts and sciences.
   b. The program should be located in an institution with a four-year accredited program in liberal arts and sciences.
   c. The liberal arts and sciences background of the student should include wide study in such fields as economics, English, history, languages, literature, philosopohy, political science, psychology, sociology, and the sciences, as well as depth in one such field.

d. Any school designated by ACEJ as an institution in which a student may obtain a professional degree should provide sufficient instruction in the discipline and area of concentration to give the student in his first employment a distinct advantage as to reliability and general productivity. ACEJ expects an accredited program to provide the student with basic skills, and also to encourage the motivations of a working professional. The number of credit hours required to provide this vital part of the student's professional education may vary from school to school, but the essence of its fulfillment is considered a requirement of all accredited divisions of journalism and mass communication. As a guide in evaluating the emphasis in fulfilling the foregoing, ACEJ suggests about one-fourth/three-fourths as an equitable ratio between courses in journalism and mass communication, and courses in the arts and sciences. In applying this general ratio, the council recognizes that certain courses labeled "journalism" and "mass communication" may be of a distinctly liberal nature, and that "arts" courses at times carry vocational emphasis.

3. PROFESSIONAL COURSES.

a. The required professional courses for a program should vary with the objectives of the program or sequence, but all students should be instructed in the basic elements of factual writing, communications law and the theory, history, and responsibility of mass communication.

b. A school should concentrate its professional courses in the last two years of a four-year program, and should not offer more than two full-year professional courses (or equivalent) below the junior year. The purpose of this standard is to permit the student to acquire a basic background in the liberal arts and sciences.

4. FACULTY.

a. The number of full-time faculty members shall depend upon the scope of sequence offerings. Any sequence offering, however, should embrace a faculty of sufficient size, academic attainment, and professional experience to provide realistic instruction, research, and service in the areas of concentration. Some person must be designated in charge of any sequence for which accreditation is sought.

b. A faculty should bring appropriate professional experience and advanced academic preparation to its students in the areas in which in

struction is offered. It is recognized that certain courses are enriched more by professional experience on the part of instructors than are others. It is further recognized, however, that there are points of little return in long periods of professional service, just as there is little to commend part- and short-time periods of service in the profession as grist for enlightening professional experience. ACEJ's increasing emphasis on the student's need for a broad general education should not be interpreted as an abdication of interest in the need to bring the experience and insight of the practitioner into the classroom.

c. To insure reasonable class sizes in laboratory performance courses, ACEJ recommends that the student-teacher ratio in such courses not exceed 15-1.

5. FACILITIES.

a. A school should have facilities adequate for the objectives that it has established.

b. A school should have available an adequate collection of library materials in professional journalism and in the social sciences and other areas related to journalism and mass communication.

3. Special facilities should be available if the school proposes to prepare personnel for special fields.

6. GRADUATES.

a. The professional performance of graduates should be considered as a major item in the accrediting evaluation.

b. To offer an acceptable program, a school should produce at least five graduates a year. Accreditation of a specialized sequence should not be sought unless an average of five graduates a year over a three-year period and at least five in the year preceding inspection have availed themselves of the opportunity for specialization.

7. RELATIONSHIP WITH THE MEDIA AND WITH PROFESSIONAL ORGANIZATIONS.

A qualified school should assume an obligation to maintain a working relationship with the various media in those areas in which it offers educational programs and should co-operate with professional organizations for the maintenance and improvement of standards.

Accrediting Procedures

Degree Level Of Accreditation

An institution may request the Council to evaluate and accredit professional sequences at the undergraduate baccalaureate degree level or at the highest professional level which may lead to a masters degree. ACEJ does not accredit programs leading to the doctor of philosophy degree, which is considered a research (not a professional) degree. This procedure has the approval of the National Commission on Accrediting.

Period of Accreditation

Only full accreditation, for a period of approximately six years, is granted to sequences meeting the minimum standards as adopted by the American Council on Education for Journalism. No probationary or short-term accreditation is approved.

Request for Evaluation

Before any visit is made, the highest administrative officer of the institution must invite the Accrediting Committee of ACEJ to conduct the evaluation. He shall likewise notify the appropriate regional accrediting agency of the request. This applies to schools or departments which previously had sequences accredited as well as to those seeking evaluation for the first time. The letter of invitation must be received no later than February 1 prior to the academic year in which the visit is to be made. The letter should be addressed to the Executive Secretary of the Accrediting Committee.

Sequences of Study

The request for an accrediting evaluation should specify the sequence or sequences which the institution desires to have evaluated. A sequence is an organized course of study intended to prepare students for professional careers in a particular field.

National Visit Schedule

Visits to all schools including those requesting evaluation for the first time are arranged by the Accrediting Committee in accordance with a national schedule. As far as possible, schools in the same geographical area are visited in the same year. Revisits are scheduled approximately every six years. When a request for an evaluation is granted for a time differing from the national schedule, the school shall follow the national schedule on all future visits even though this may mean a second visit in less than six years. A copy of the national schedule is available at the office of the Executive Secretary.

Pre-Visit Report

After a letter of invitation has been received from the highest administrative officer, the Executive Secretary makes arrangements with the school or department administrator for the visit. Pre-Visit Report forms are sent to schools by March 1 of the academic year preceding visits, and the completed forms must be returned to the office of the Executive Secretary no later than July 15. Schools contemplating an evaluation may request a Pre-Visit Report form at any time by writing to the Executive Secretary. Information requested in the Pre-Visit Report is kept confidential.

Selection of Visiting Team

Members of the visiting team are selected by the Accrediting Committee and include educators and professionals. An expert in each sequence of study for which evaluation is requested is included on the team. The administrator is notified of the make-up of the team in advance of the visit. The institution may request that a representative from its regional association (a generalist) be included on the visiting team. In this case, the regional association assigns the representative after discussions with the institution. A member of the Accrediting Committee serves as team chairman.

Visits

The accrediting evaluation lasts two days, and usually is scheduled on Monday and Tuesday or Thursday and Friday. The first meeting of the visiting team is the night before the visit begins. Team members receive adequate time to study and acquaint themselves with Pre-Visit Report information before the visit. While on the campus, they visit classes and laboratories, observe generally the instruction, and talk with administrators, faculty members, and students. Visits ordinarily are made during the period from October 15 to March 15. Exact dates are set by the Executive Secretary after discussions with the school or department administrator.

Visitors' Report

At the time of the visit an accrediting report is prepared by the visitors. It goes to the Accrediting Committee for consideration and then to a full meeting of ACEJ for final action regarding the granting or withholding of accreditation. ACEJ informs the president of the institution of this action, normally in May. A copy of the Visitors' Report is sent to the school or department administrator, the administrator to whom he reports, and to the president or highest administrative officer of the institution.

The factual findings of the visiting team will be read to the department or school administrator and the chief institutional administrator unless the administrator waives this right. However, visiting team members cannot reveal their recommendations on accreditation until there is action by the Accrediting Committee and ACEJ.

Appeal

1. ACEJ appoints a 5-man board to hear accreditation appeals. The board shall be composed of: (a) One journalism and mass communications educator who is not a member of the Council or the Accrediting Committee (b) One professional and one educator from the regular membership of ACEJ (c) One educator from the Accrediting Committee, and (d) One member of the public not involved in journalism and mass communications. No one person shall be appointed to the board for two or more consecutive years, or shall serve on the board in the case of a conflict of interest.

2. When accreditation of a sequence is denied an institution, the president of the Council shall inform the president of the institution and the head of the school or department. He will explain the appeal procedure open to the institution in this letter.

3. If the president of the institution desires to appeal the decision, he must do so within 30 days of notification of the accrediting decision by the ACEJ president.

4. The appeal board shall consider the points raised by the institution president and render a decision on the appeal at the ACEJ meeting following the meeting at which the decision in question was made (fall meeting).

5. An institution making an appeal has the right to send a personal representative to appear before the appeal board.

6. ACEJ will consider the recommendation by the appeal board and will then exercise its responsibility for making the final accreditation decision.

7. If expenses of an appeal exceed $100, all expenses above that amount shall be paid by the school making the appeal.

Fees:

Normal accreditation fees are $800 for a single sequence and $300 for each additional sequence. Schools without currently accredited sequences must pay an application fee of $100 when ACEJ is invited to conduct an evaluation. The $100 will apply on the $800 fee for the first (or single) sequence when the evaluation is made. If the school cancels the evaluation after it has been scheduled, the $100 application fee will not be refunded.

In the event a school requests an evaluation at a time differing from the ACEJ national schedule, and the request is approved, the school shall stand the full cost of the visit if the cost exceeds the normal accreditation fees.

When a school from which accreditation has been withheld requests a revisit, the school must also pay the full cost of the visit if the cost exceeds the normal accreditation fees.

An evaluation will not be made unless all accreditation fees are paid.

List of Accredited Programs

GRADUATE ACCREDITATION. *The ACEJ may accredit graduate professional programs when such accreditation is requested by the institution. Such professional programs are designated in the listings below by the notation (Graduate Program). ACEJ does not accredit programs leading to the doctor of philosophy degree, which is considered a research (and not a professional) degree.*
The listings also show which schools offer the master's degree† or master's and doctorate†† in journalism or mass communications.

The name and location of the institution, the journalism unit, the administrative head, the programs accredited, and the most recent date of accreditation:

UNIVERSITY OF ARIZONA, Tucson, Arizona 85721
Department of Journalism Ph. 602 884-2358
George W. Ridge, Jr., *head*
News-Editorial (1970)

ARIZONA STATE UNIVERSITY, Tempe, Ariz. 85281
Department of Mass Communications Ph. 602 965-5013
Joe W. Milner, *chairman*
News-Editorial (1973)

BOSTON UNIVERSITY, Boston, Mass. 02215
School of Public Communication Ph. 617 353-3488
Gerhart D. Wiebe, *dean*
News-Editorial, Public Relations (1967) †

CALIFORNIA STATE UNIVERSITY, Fresno, Calif. 93710
Department of Journalism Ph. 209 487-2087, Ex. 2087
Dayle H. Molen, *chairman*
News-Editorial (1971)

CALIFORNIA STATE UNIVERSITY, Fullerton, Calif. 92631
Department of Communications Ph. 714 870-3517
J. Wm. Maxwell, *chairman*
News-Editorial (1971)

CALIFORNIA STATE UNIVERSITY, Northridge, Calif. 91324
Department of Journalism Ph. 213 885-3135
Kenneth S. Devol, *chairman* †
News-Editorial (1973)

CALIFORNIA STATE UNIVERSITY, San Diego, Calif. 92115
Department of Journalism Ph. 714 286-5435
Frank S. Holowach, *chairman* †
News-Editorial (1971)

CALIFORNIA STATE UNIVERSITY, San Francisco, Calif. 94132
Department of Journalism Ph. 415 469-1689
Bernard H. Liebes, *acting chairman*
News-Editorial (1967)

CALIFORNIA STATE UNIVERSITY, San Jose, Calif. 95192
Department of Journalism and Advertising
Dennis E. Brown, *chairman* Ph. 408 277-3161
Advertising, Reporting and Editing (1971)

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, Calif. 90007
School of Journalism Ph. 213 746-2391
Theodore E. Kruglak, *director*
News-Editorial, Public Relations (1973) †

COLORADO STATE UNIVERSITY, Fort Collins, Colo. 80521
Department of Technical Journalism Ph. 303 491-6310
David G. Clark *chairman*
Technical-Industrial, Radio-Television News and Documentaries (1972)

UNIVERSITY OF COLORADO, Boulder, Colo. 80302
School of Journalism Ph. 303 443-2211, Ex. 6237
James E. Brinton, *dean*
Advertising (1966), News-Editorial (1968) †

COLUMBIA UNIVERSITY. New York, N.Y. 10027
Graduate School of Journalism Ph. 212 280-4150
Elie Abel, *dean*
News-Editorial (1967) (Graduate Program) †

DRAKE UNIVERSITY, Des Moines, Ia. 50311
School of Journalism Ph. 515 271-3194
D. Wayne Rowland, *dean*
News-Editorial, Advertising (1972)

UNIVERSITY OF FLORIDA, Gainesville, Fla. 32601
College of Journalism and Communications
John Paul Jones, *dean* Ph. 904 392-0466
Advertising, Editorial-News, Radio and TV (1970) †

UNIVERSITY OF GEORGIA, Athens, Ga. 30602
Henry W. Grady School of Journalism Ph. 404 542-1704
Warren K. Agee, *dean*
Advertising, Public Relations, Radio-Television-Film, News-Editorial (1970) †

UNIVERSITY OF HOUSTON, Houston, Texas 77004
Department of Communications Ph. 713 748-6600, Ex. 2605
Campbell B. Titchener, *chairman*
Radio and Television (General) (1973)

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN, Urbana, Ill. 61801
College of Communications Ph. 217 333-2350
Theodore Peterson, *dean*
Advertising, News-Editorial, Radio-TV (1968) ††

NORTHERN ILLINOIS UNIVERSITY, DeKalb, Illinois 60115
Department of Journalism Ph. 815 753-1685
Donald R. Grubb, *chairman*
News-Editorial (1970) †

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Ill. 62901
School of Journalism Ph. 618 536-3361
Bryce W. Rucker, *director*
Advertising, News-Editorial (1967) ††

INDIANA UNIVERSITY, Bloomington, Indiana 47401
Department of Journalism Ph. 812 337-9247
Richard G. Gray, *chairman*
News-Editorial (1968) ††
Department of Radio and Television Ph. 812 337-6895
Rolland C. Johnson, *acting chairman*
Radio-Television (1968) ††

IOWA STATE UNIVERSITY OF SCIENCE AND TECHNOLOGY, Ames, Iowa 50010
Department of Journalism and Mass Communication
J. W. Schwartz, *head* Ph. 515 294-4340
News-Editorial (1972) †

KANSAS STATE UNIVERSITY, Manhattan, Kan. 66502
Department of Journalism and Mass Communication
Walter Bunge, *head* Ph. 913 532-6890
News Editorial (1973) †

UNIVERSITY OF KANSAS, Lawrence, Kan. 66044
William Allen White School of Journalism
Edward P. Bassett, *dean* Ph. 913 864-4755
Advertising, News-Editorial, Radio-Television (general) (1973) †

KENT STATE UNIVERSITY, Kent, Ohio 44240
School of Journalism Ph. 216 672-2572
Murvin H. Perry, *director*
News-Editorial (1971)

UNIVERSITY OF KENTUCKY, Lexington, Ky. 40506
School of Communications Ph. 606 258-4838
Robert D. Murphy, *director*
News and Public Affairs (1968) †

LOUISIANA STATE UNIVERSITY AND AGRICULTURAL AND MECHANICAL COLLEGE, University Station, Baton Rouge, La. 70803
School of Journalism Ph. 504 388-2336
A. O. Goldsmith, *director*
News-Editorial (1971) †

UNIVERSITY OF MARYLAND, College Park, Md. 20742
College of Journalism Ph. 301 454-2228
Ray E. Hiebert, *dean*
News-Editorial (1967)

MEMPHIS STATE UNIVERSITY, Memphis, Tenn. 38152
Department of Journalism Ph. 901 321-1401
Herbert Lee Williams, *chairman*
News-Editorial (1972)

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. 48823
School of Journalism Ph. 517 355-4625
Frank Senger, *chairman*
Department of Advertising Ph. 517 335-6566
Kenward L. Atkin, *chairman*
Advertising, News-Editorial (1969) ††

UNIVERSITY OF MICHIGAN, Ann Arbor, Mich. 48104
Department of Journalism Ph. 313 764-0420
Peter Clarke, *chairman*
News-Editorial (1969) (Graduate Program) †

UNIVERSITY OF MINNESOTA, Minneapolis, Minn. 55455
School of Journalism and Mass Communication
Robert L. Jones, *director* Ph. 612 373-3565
Advertising, News-Editorial (1969) ††

UNIVERSITY OF MISSOURI, Columbia, Mo. 65201
School of Journalism Ph. 314 882-4821
Roy M. Fisher, *dean*
Advertising, Magazine, News-Editorial, Newspaper Publishing, Photojournalism, Radio-TV News (1968) ††

UNIVERSITY OF MONTANA, Missoula, Mont. 59801
School of Journalism Ph. 406 243-4001
Warren J. Brier, *dean*
Advertising, News-Editorial (1968) †

UNIVERSITY OF NEBRASKA, Lincoln, Neb. 68508
School of Journalism Ph. 402 472-3044
Neale Copple, *director*
News-Editorial, Advertising, Radio-Television (general) (1973)

UNIVERSITY OF NEVADA, Reno, Nev. 89507
Department of Journalism Ph. 702 784-6531
Theodore E. Conover, *chairman*
News-Editorial (1971)

UNIVERSITY OF NEW MEXICO, Albuquerque, N. M. 87131
Department of Journalism Ph. 505 277-2326
Anthony G. Hillerman, *chairman*
News-Editorial (1972) †

NEW YORK UNIVERSITY, New York, New York 10003
Department of Journalism Ph. 212 598-3791
M. L. Stein, *chairman* 3792
News-Editorial (1970)

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, N. C. 27514
School of Journalism Ph. 919 933-1204
John B. Adams, *dean*
News-Editorial (1972) ††

UNIVERSITY OF NORTH DAKOTA, Grand Forks, N. D. 58201
Department of Journalism Ph. 701 777-2159
Herbert J. Strentz, *chairman*
News-Editorial (1971)

NORTHWESTERN UNIVERSITY, Evanston, Ill. 60201
Medill School of Journalism Ph. 312 492-5571
I. W. Cole, *dean*
Advertising, Magazine, News-Editorial, Radio-TV News (1968) (Graduate Programs) ††

OHIO STATE UNIVERSITY, Columbus, Ohio 43210
School of Journalism Ph. 614 422-6291
William E. Hall, *director*
News-Editorial, Public Relations, Radio-TV News (1971) †

OHIO UNIVERSITY, Athens, Ohio 45701
School of Journalism Ph. 614 594-7311
Guido Stempel, *director*
Advertising-Management, News-Editorial, Public Relations, Radio-TV News (1971) ††

OKLAHOMA STATE UNIVERSITY, Stillwater, Okla. 74074
School of Journalism and Broadcasting
Ph. 405 372-6211, Ex. 477
Harry E. Heath, *director*
Advertising-Management, News-Editorial (1969) †

UNIVERSITY OF OKLAHOMA, Norman, Okla. 73069
H. H. Herbert School of Journalism
Bob J. Carrell, *director* Ph. 405 325-2721
Professional Writing, Public Relations (1969) Advertising, News Communication (1973) †

UNIVERSITY OF OREGON, Eugene, Ore. 97403
School of Journalism Ph. 503 686-3738
John W. Crawford, *dean*
Advertising-Management, News-Editorial, Radio-TV News (1968)

PENNSYLVANIA STATE UNIVERSITY, University Park, Pa. 16802
School of Journalism Ph. 814 865-6597
Arthur M. Barnes, *director*
Advertising, News-Editorial (1968) †

UNIVERSITY OF SOUTH CAROLINA, Columbia, S. C. 29208
College of Journalism Ph. 803 777-4105
Albert T. Scroggins, *dean*
News-Editorial (1967) †

SOUTH DAKOTA STATE UNIVERSITY, Brookings, S. D. 57006
Department of Journalism and Mass Communication
Vernon Keel, *head* Ph. 605 688-4171
News-Editorial (1969) †

SYRACUSE UNIVERSITY, Syracuse, N. Y. 13210
School of Public Communications Ph. 315 476-5541
Henry F. Schulte, *dean* Ex. 2301
Advertising, Magazine, News-Editorial (1968) ††

TEMPLE UNIVERSITY, Philadelphia, Pa. 19122
Department of Journalism Ph. 215 787-7433
LeRoy M. Carl, *chairman*
News-Editorial (1969)

UNIVERSITY OF TENNESSEE, Knoxville, Tenn. 37916
College of Communications Ph. 615 974-3031
Donald G. Hileman, *dean*
Advertising-Management, News-Editorial (1967)

TEXAS A and M UNIVERSITY, College Station, Texas 77843
Department of Journalism Ph. 713 845-4611
C. J. Leabo, *head*
News-Editorial, Agricultural Journalism (1973)

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News-Editorial, Advertising, Telecommunications (1973)

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Advertising, Magazine, News-Editorial, Public Relations (1972) ††

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News-Editorial (1967) †

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News-Editorial, General Radio and Television (1970)

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Lee Memorial Journalism Foundation
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News-Editorial (1971)

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Advertising, News-Editorial (1968) †

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Lloyd R. Bostian, *chairman* Ph. 608 262-1464
Agricultural, Home Economics (1968) ††

Accredited Lists (By Programs)

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ADVERTISING (Advertising-Management): California State, San Jose; Colorado, Drake, Florida, Georgia, Illinois, Southern Illinois, Kansas, Michigan State, Minnesota, Missouri, Montana, Nebraska, Northwestern, Ohio, Oklahoma State, Oklahoma, Oregon, Pennsylvania State, Syracuse; Tennessee, Texas, West Virginia, Wisconsin.

RADIO-TELEVISION (Radio-TV News, Radio-TV-Film): Colorado State, Florida, Georgia, Houston, Illinois, Indiana, Kansas, Missouri, Nebraska, Northwestern, Ohio, Ohio State, Oregon, Texas Tech, Washington.

PUBLIC RELATIONS: Boston, USC, Georgia, Ohio State, Ohio, Oklahoma, Texas.

MAGAZINE (Professional Writing): Missouri, Northwestern, Oklahoma, Syracuse, Texas.

TECHNICAL JOURNALISM: Colorado State

AGRICULTURE: Texas A. M., Wisconsin.

PHOTOJOURNALISM: Missouri.

PUBLISHING: Missouri.

HOME ECONOMICS: Wisconsin.

Careers in Journalism and Mass Communications

Books

Your Future in Journalism, Arville Schaleben, The Milwaukee Journal. Richards Rosen Press, 29 East 21st Street, New York, N. Y. 10010. $2.95.

Your Future in Advertising, Richards Rosen Press, 29 East 21st Street, New York, N. Y. 10010. $2.95.

Your Future in Public Relations, Edward L. Bernays. Richards Rosen Press, 29 East 21st Street, New York, N. Y. 10010. $2.95.

Journalist, Herbert Brucker, The Hartford Courant. The Macmillan Company, 866 Third Ave., New York, N. Y. 10022. $4.95.

Do You Belong in Journalism?, edited by Henry Gemill and Bernard Kilgore, The Wall Street Journal. Appleton-Century-Crofts, 440 Park Avenue South, New York, N. Y. 10016. 91 pages. $3.

Blacks in Communications: Journalism, Public Relations and Advertising, M. L. Stein, Julian Messner, Div., Simon and Schuster, Inc., 1 West 39th St., New York, N. Y. 10018. $4.95.

So You Want to Go into Journalism, Leonard Eames Ryan and Bernard Ryan Jr., Harper and Row, 49 East 33rd St., New York, N. Y. 10016. 192 pages. $4.43.

Your Career in Journalism, M. L. Stein, Julian Messner, Div., Simon and Schuster, 1 West 39th St., New York, N. Y. 10018. $3.95.

The following books are available from the Magazine Publishers Association, 575 Lexington Ave., New York 10022:

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Booklets and Pamphlets

Your Future in Daily Newspapers, American Newspaper Publishers Association Foundation, P.O. Box 17407, Dulles Airport, Washington, D.C. 20041. 32 pages.

Broadcast News Careers, Vernon A. Stone, Radio and Television News Directors Association, c/o WKAR, Michigan State University, East Lansing, Michigan 48823. 14 pages.

Where Shall I Go to College to Study Advertising? Donald G. Hileman and Billy I. Ross, Advertising Education Publications, 3429 Fifty-fifth St., Lubbock, Texas 79413. 36 pages. 35 cents.

Jobs in Advertising. Bureau of Education and Research, American Advertising Federation, 1225 Connecticut Ave., N. W., Washington, D. C. 20036. 8 pages.

A Newspaper Career and You: An Employment Report. The Newspaper Fund, P. O. Box 300, Princeton, N.J. 08540.

SRA OCCUPATIONAL BRIEFS Newspaper Editors, No. 69; Magazine Editorial Workers, No. 245; Reporters, No. 216; Press Photographers, No. 264; Public Relations Workers, No. 77 . Science Research Associates, Inc., 259 East Erie St., Chicago 60611. 66 cents each.

Broadcasting the News. National Association of Broadcasters, 1771 N Street, N.W., Washington, D. C. 20036.

Careers in Radio. National Association of Broadcasters, 1771 N St., N.W.. Washington, D. C. 20036. 24 pages.

Careers in Television. National Association of Broadcasters, 1771 N St., N.W., Washington, D. C. 20036. 24 pages.

Careers in Journalism—Newspapers. Quill and Scroll Society, University of Iowa, Iowa City, Iowa 52242. 50 cents (five pamphlets on five different journalism career areas, $1, add 10c postage for one or 30c for the series).

Careers in Journalism—Radio and Television. Quill and Scroll Society, University of Iowa, Iowa City, Iowa 52242. 25 cents (see note above).

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A Reporter Reports, Relman (Pat) Morin, American Council on Education for Journalism, School of Journalism, University of Missouri, Columbia, Mo. 65201. 16 pages.

There Is A Career Waiting for You With America's Community Press. National Newspaper Association, 491 National Press Building, Washington, D. C. 20004.

The Editor and Writer Relationship, Warren G. Bovee, Magazine Publishers Association, 575 Lexington Ave., New York, N. Y. 10022. $1..

Industrial Editing, International Association of Business Communicators, 2108 Braewick Circle, Akron. Ohio 44313.

An Occupational Guide to Public Relations, Public Relations Society of America, Inc., 845 Third Avenue, New York, New York 10022. Single copy free.

Careers for Negroes on Newspapers. The Newspaper Guild, 1126 16th St. N.W., Washington, D. C. 20036.

ADVERTISING: A Career of Action and Variety for Exceptional Men and Women. American Association of Advertising Agencies, Inc., 200 Park Ave., New York, N.Y. 10017. 24 pages.

Financial Aids

Journalism Scholarship Guide. The Newspaper Fund, P. O. Box 300, Princeton, N. J. 08540.

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The name, executive officer, and home office of the associations represented in the American Council on Education for Journalism.

From the Industry

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American Society of Newspaper Editors, Gene Giancarlo, executive secretary, Box 551, Easton, Penna, 18042. Ph. 215 252-5502.

Associated Press Managing Editors Association, Robert Clark, secretary, The Louisville Times, Louisville, Ky. 40202. Ph. 502 582-4011.

Inland Daily Press Association. William F. Canfield, general manager, 400 West Monroe St., Chicago, Ill. 60603. Ph. 312 782 0513.

International Newspaper Advertising Executives, Sidney W. Bordelon, secretary, Box 147, Danville, Ill. 61832. Ph. 217 442-1068.

Magazine Publishers Association, Robert E. Kenyon Jr., executive vice-president, 575 Lexington Ave., New York, N. Y. 10022. Ph. 212 752-0055.

National Association of Broadcasters, Vincent T. Wasilewski, president, 1771 N. Street, N. W., Washington, D. C. 20036. Ph. 202 293-3500.

National Conference of Editorial Writers. Lloyd R. Armour, president, The Tennessean, Nashville, Tenn. 37203. 615 255-5401.

National Newspaper Association, Theodore A. Serrill, executive vice-president, 491 National Press Bldg., 14th and F Sts., N. W., Washington, D. C. 20004. Ph. 202 783-1651.

Public Relations Society of America Incorporated. Betsy Ann Plank, chairman, 845 Third Ave., New York, N. Y. 10022. Ph. 212 751-1940.

Radio Television News Directors Association, Rob Downey, executive secretary, WKAR, Michigan State University, East Lansing, Mich. 48823. Ph. 517 355-6540.

Southern Newspaper Publishers Association. Walter C. Johnson Jr., secretary-manager, P. O. Box 3308, Chattanooga, Tenn. 37404. Ph. 615 698-8823.

From the Schools

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Association for Education in Journalism, R. O. Nafziger, executive secretary, 5172 Vilas Communication Hall, University of Wisconsin, Madison, Wis. 53706. Ph. 608 262-9707.

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